

CLAIMS

1. In a communications network having an interactive delivery system and at least one network device, a method for operating the interactive delivery system comprising the steps of:
 - 5 receiving a request for a commercial from the network device;
 - transmitting the requested commercial to the network device;
 - transmitting interactive control information associated with the requested commercial to the network device, whereby the network device uses the interactive control information to present an interactive display to a user; and
 - 10 receiving data describing the user's interaction with the interactive display.
2. The method of Claim 1 wherein the commercial is a television commercial.
3. The method of Claim 1 further comprising the steps of:
 - 15 identifying the user; and
 - awarding at least one point to the user based on the user's interactions.
4. The method of Claim 3 further comprising the step of:
 - 20 maintaining a user profile, the user profile including user demographic information and personal preferences.
5. The method of Claim 4 wherein the step of receiving a request further comprises the steps of:
 - 25 retrieving the user's personal profile; and
 - generating a list of available commercials matching the user's personal profile; and
 - transmitting the generated list to the network device.

6. In a communications network having an interactive delivery system and at least one network device, a method for operating the network device comprising the steps of:

transmitting a request for a commercial to the interactive delivery system;
receiving the requested commercial from the interactive delivery system;
5 receiving interactive control information associated with the requested commercial;
creating an interactive display using the interactive control information;
displaying the requested commercial;
processing user interactions; and
transmitting data describing the user interactions to the interactive delivery system.

10 7. The method of Claim 6 wherein the commercial is a television commercial.

8. The method of Claim 6 wherein the interactive control information includes at least one control function having an associated point value.

9. The method of Claim 6 wherein the step of transmitting a request further comprises the steps of:

receiving a list of available commercials from the interactive delivery system; and
displaying the list of available commercials for selection by the user.

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